

1. A method for initiating communication between at least one seller of goods and/or services and at least one consumer through an electronic agent comprising:

- providing the electronic agent that contains at least one opportunity for commenting on a subject;
- making the electronic agent accessible to the consumers;
- providing a commenting means for each of the consumers to register a comment in the electronic agent;
- receiving a comment from at least one commenting consumer;
- recording a communicating means for prospectively communicating with the consumers who access the electronic agent; and
- providing at least one seller with electronic agent controlled access to the communicating means to communicate with consumers who accessed the electronic agent.

2. The method of claim 1 wherein the opportunity to comment is based on at least one voting category whereby the comments can range from voting for at least one category nominee to opinions on the voting nominees.

3. The method of claim 1 wherein the electronic agent is made available over a global computer network.

4. The method of claim 2 wherein the consumers can create additional categories for voting.

5. The method of claim 2 wherein the consumers can create additional nominees in a category for voting.

6. An electronic agent apparatus for initiating communication between at least one seller of goods and/or services and at least one consumer comprising:

- a commenting section within the electronic agent;
- an access means to the agent over a global computer network;
- a commenting means for at least one commenting consumer to register a comment;
- a communication collection means for receiving and storing a method of communicating with at least one consumer who uses the access means; and
- a communication access means for allowing businesses to communicate with consumers who use the access means wherein the communications access means is only operable through the electronic agent.

7. The apparatus of claim 6 wherein the commenting section is configured for market polling.

8. The electronic agent apparatus of claim 7 further comprising a voting category creation means for allowing consumers to create voting categories.

9. The electronic agent apparatus of claim 7 further comprising a voting nominees creation means for allowing consumers to create voting nominees.

10. The electronic agent apparatus of claim 6 further comprising an electronic link between at least one business named in one of the voting categories or as one of the voting nominees and at least one electronic address for the businesses on a global computer network.

11. The electronic agent apparatus of claim 7 further comprising a results section for displaying results of the market poll.

12. The electronic agent apparatus of claim 11 further comprising:
an information recordation means for recording information on voting consumers; and
a compilation means for allowing a person viewing the results section to compile a vote total according to recorded demographics on voting consumers.

13. A method for initiating communication between at least one seller of goods and/or services and at least one consumer through an electronic agent comprising:
providing the electronic agent;
making the electronic agent accessible to the consumers;
recording a communicating means for prospectively communicating with consumers who access the electronic agent; and

